



## ONE DAY A YEAR, YOUR CLOTHES SUPPORT ANOTHER WOMAN'S BREASTS.

Passionately Pink for the Cure® turns the simple act of putting on pink into a show of support for a friend, loved one or co-worker battling breast cancer. It's a way to pay tribute, to promote breast cancer awareness and to raise funds so critical to the search for the cures.

### HERE'S HOW IT WORKS:

- Pick a day for your Passionately Pink for the Cure event. It can be any day of the year. Or you can make it a two-day, three-day or weeklong event.
- Pick a team of friends, co-workers, neighbors, people at your place of worship, at your school or in your club.
- Pick your pink, from subtle pink accessories to head-to-toe pink costumes.
- Pick your activities. In addition to wearing pink, you can distribute educational materials, hold contests, whatever you choose.
- Make your donation. Each participant who donates \$5 or more to Susan G. Komen for the Cure receives a pink ribbon pin to wear as a show of support for the mission to end breast cancer.

Last year, Passionately Pink for the Cure raised a total of \$4 million. Our goal for 2008 is \$4.5 million. With your help, we can get there.

Visit [passionatelypink.org](http://passionatelypink.org) to learn more or to register. Once you've registered your team, we'll send you everything you need to make your Passionately Pink for the Cure event a success, including a guidebook, posters and pink ribbon pins for participants who make donations of \$5 or more.



A PROGRAM OF SUSAN G. KOMEN FOR THE CURE